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Document 6 of 6

Fig. 1

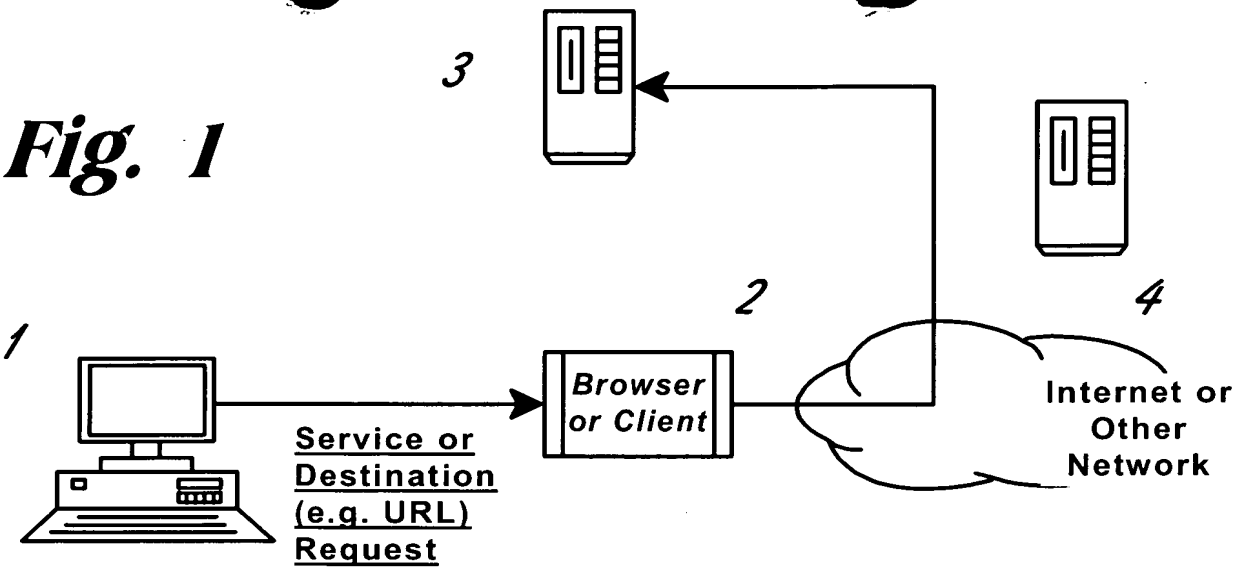


Fig. 2

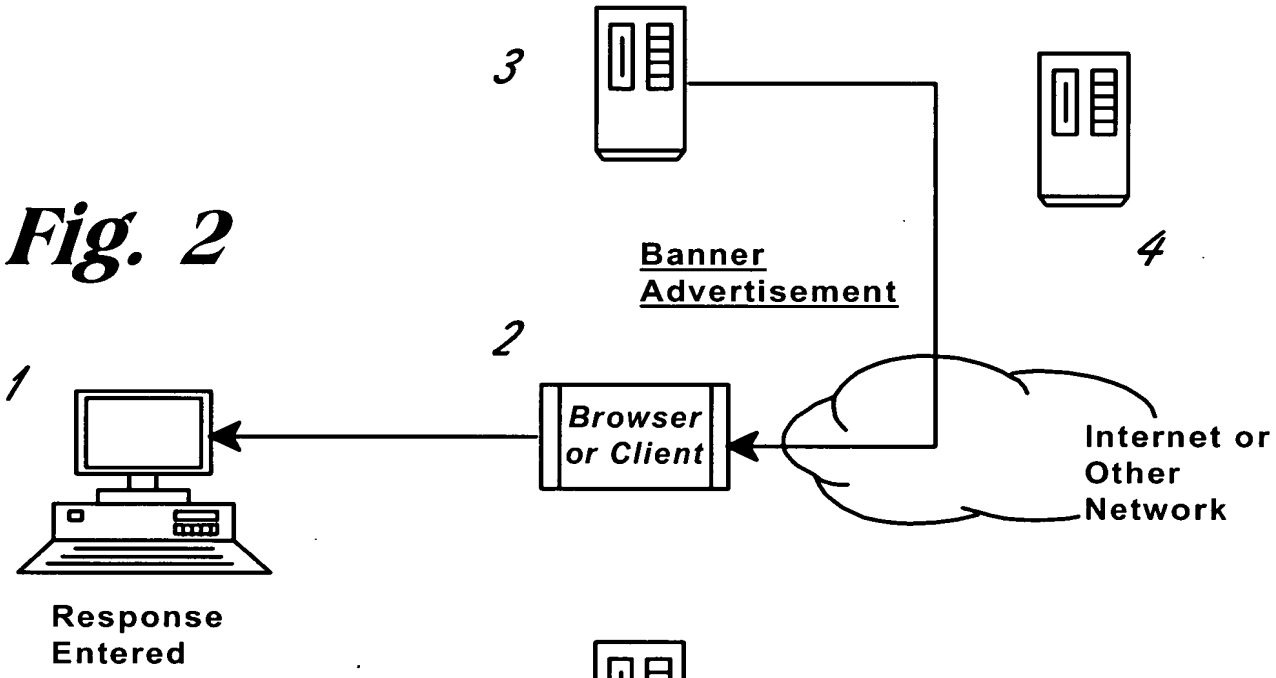
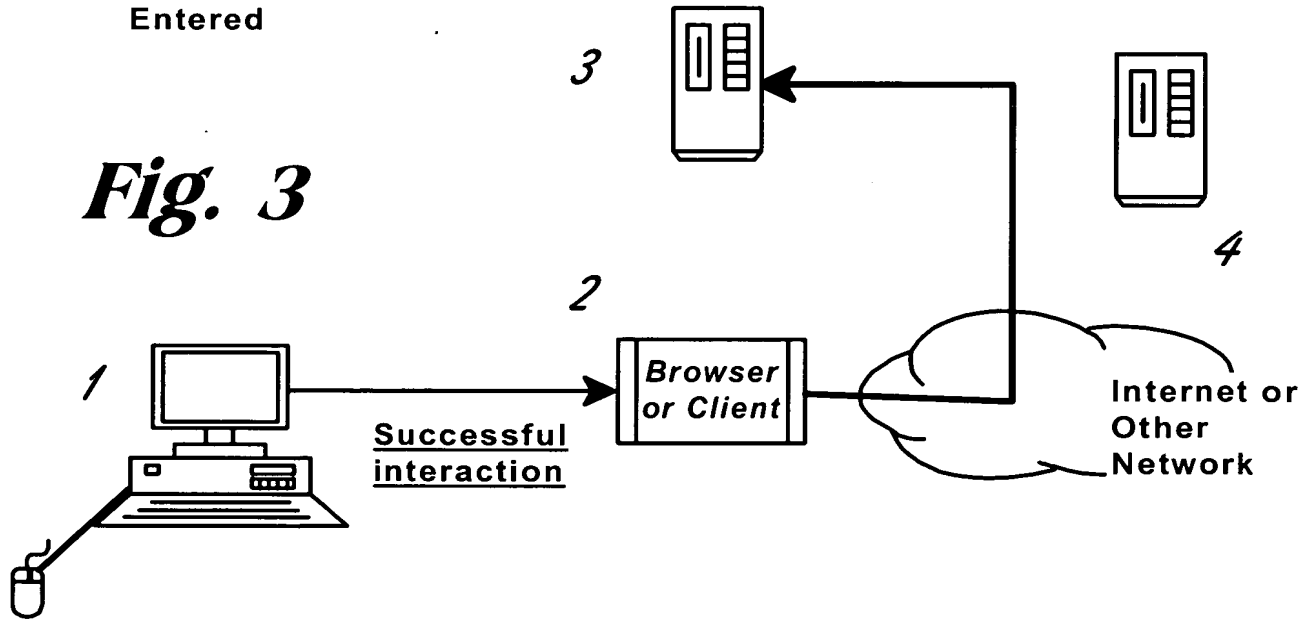


Fig. 3



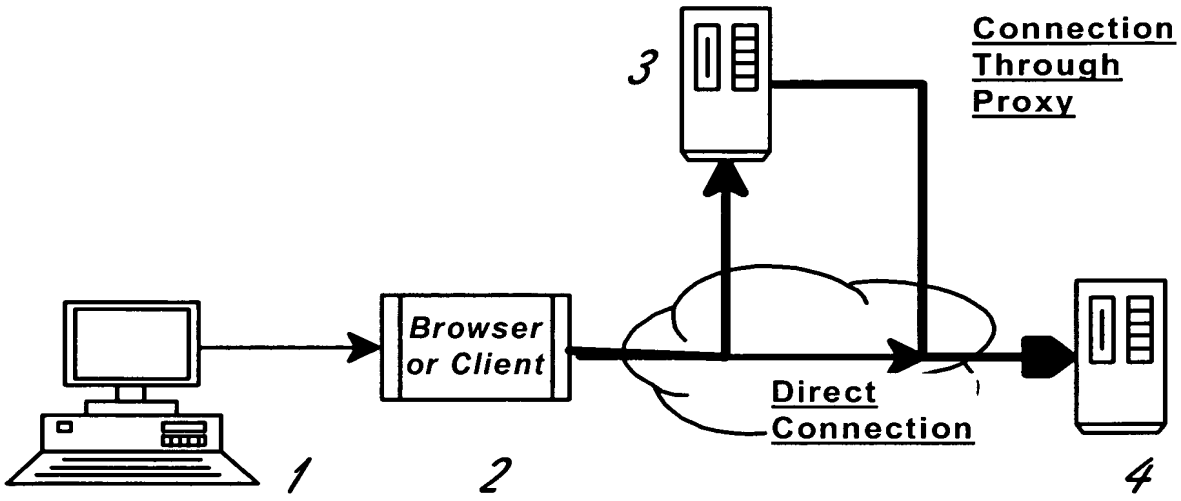

3
Connection
Through
Proxy
Browser
or Client
Direct
Connection
1
2
4

Fig. 4

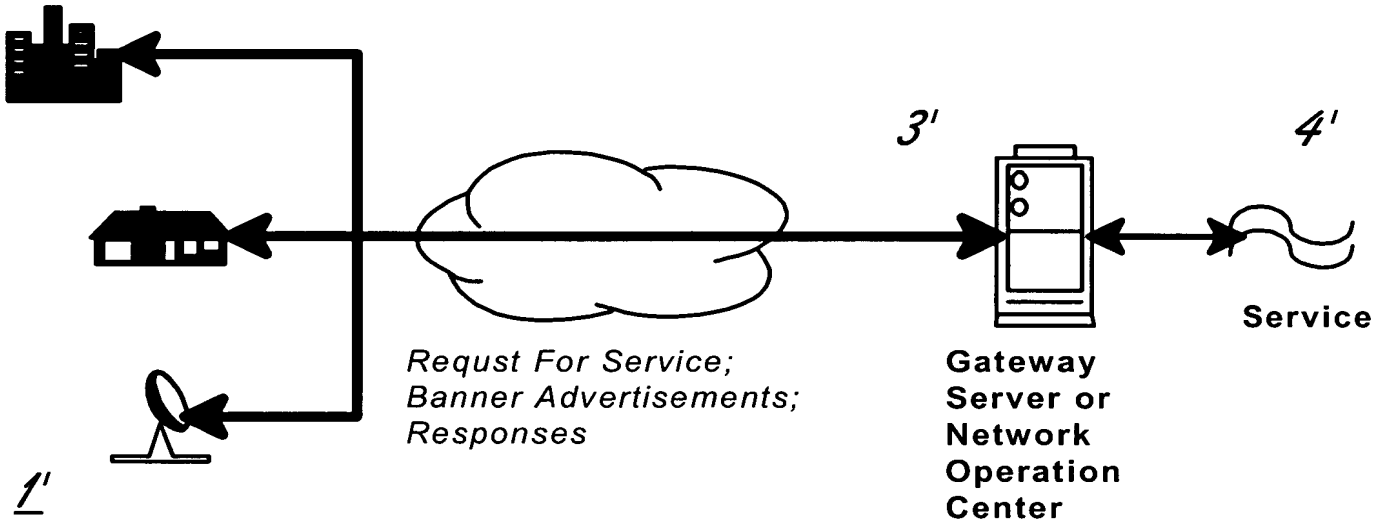

3'
4'
Service
Requst For Service;
Banner Advertisements;
Responses
Gateway
Server or
Network
Operation
Center
1'

Fig. 5

09/752,938 - 12/26/2006

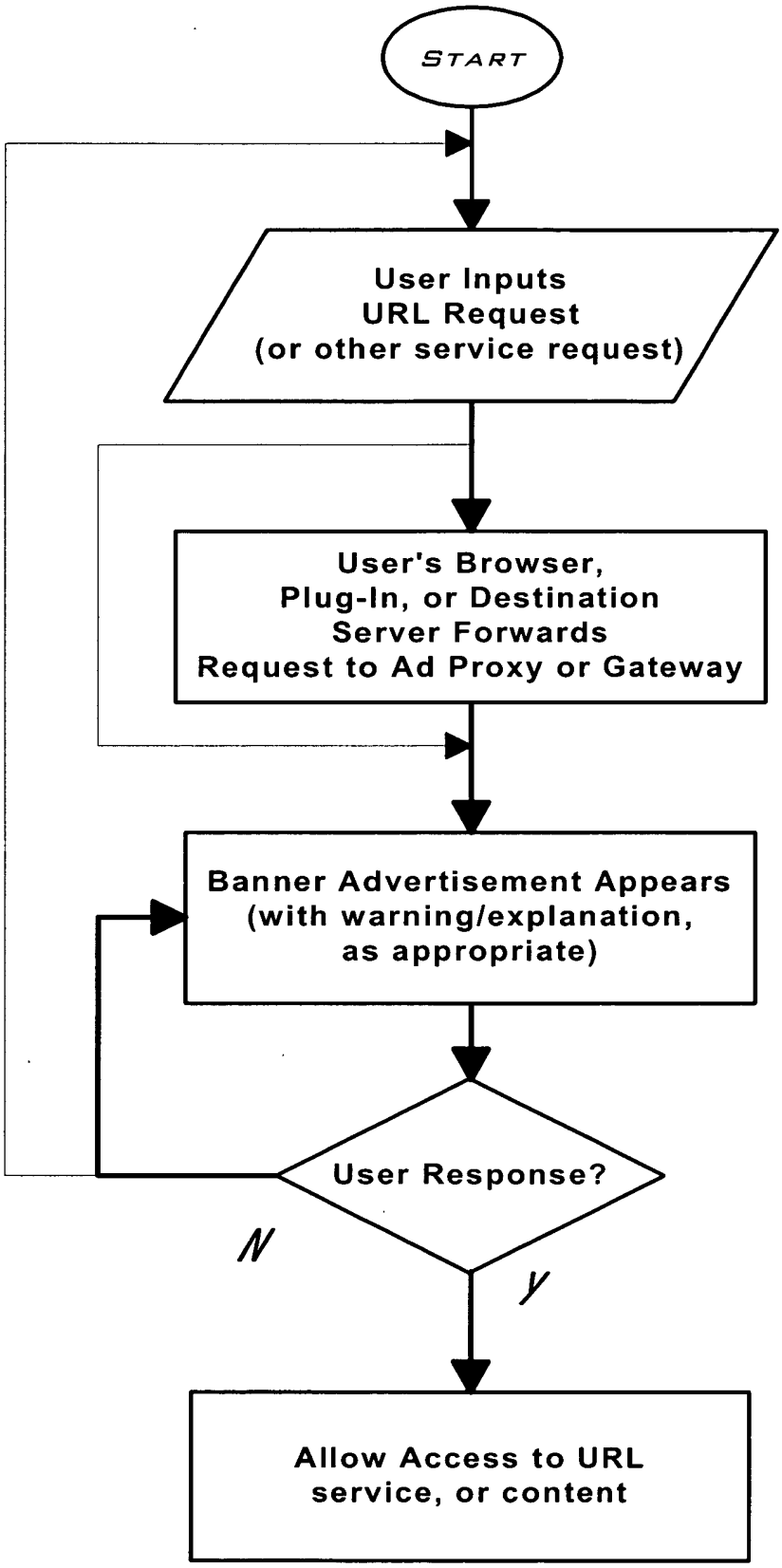


Fig. 6

Docket #98-25-09

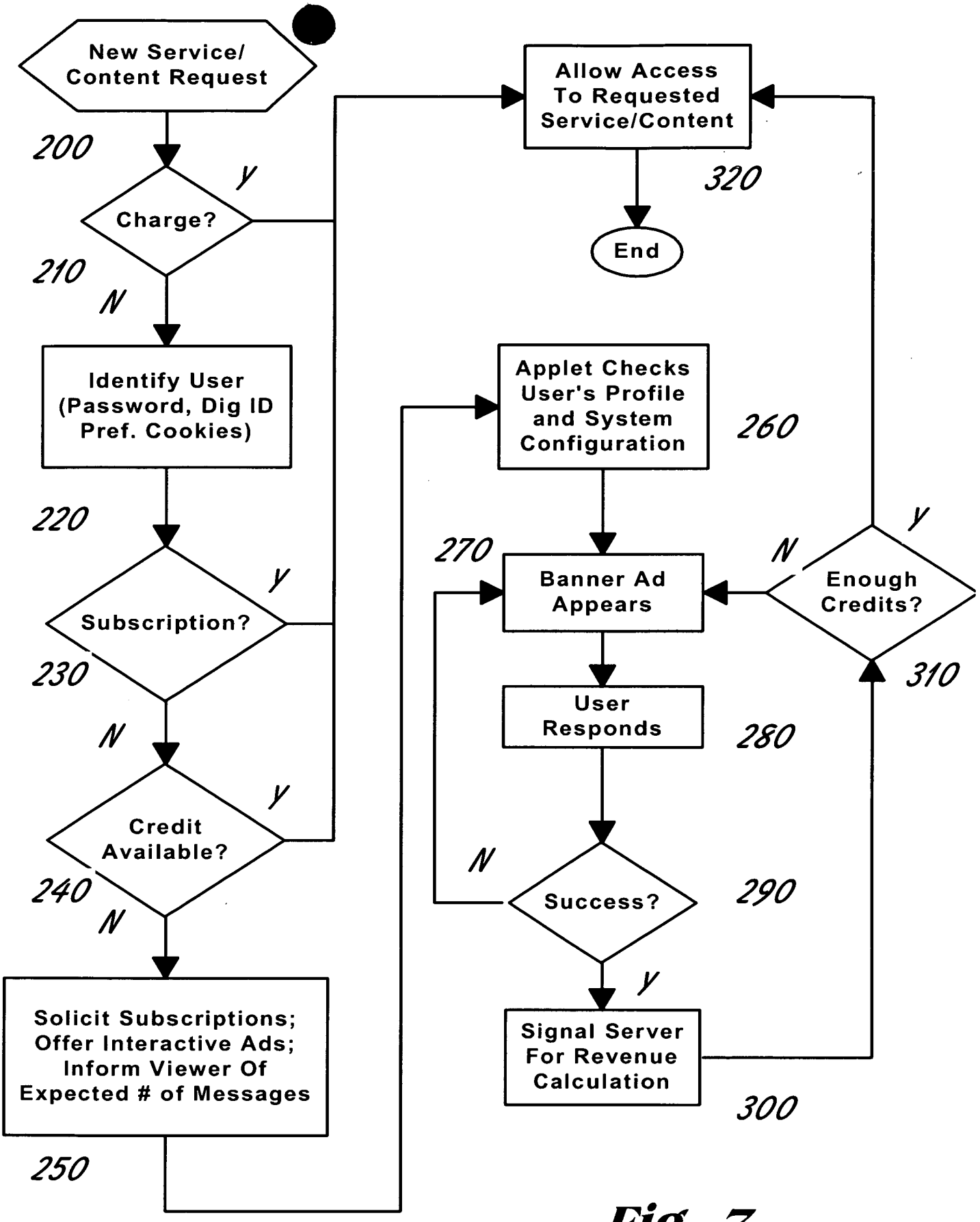


Fig. 7

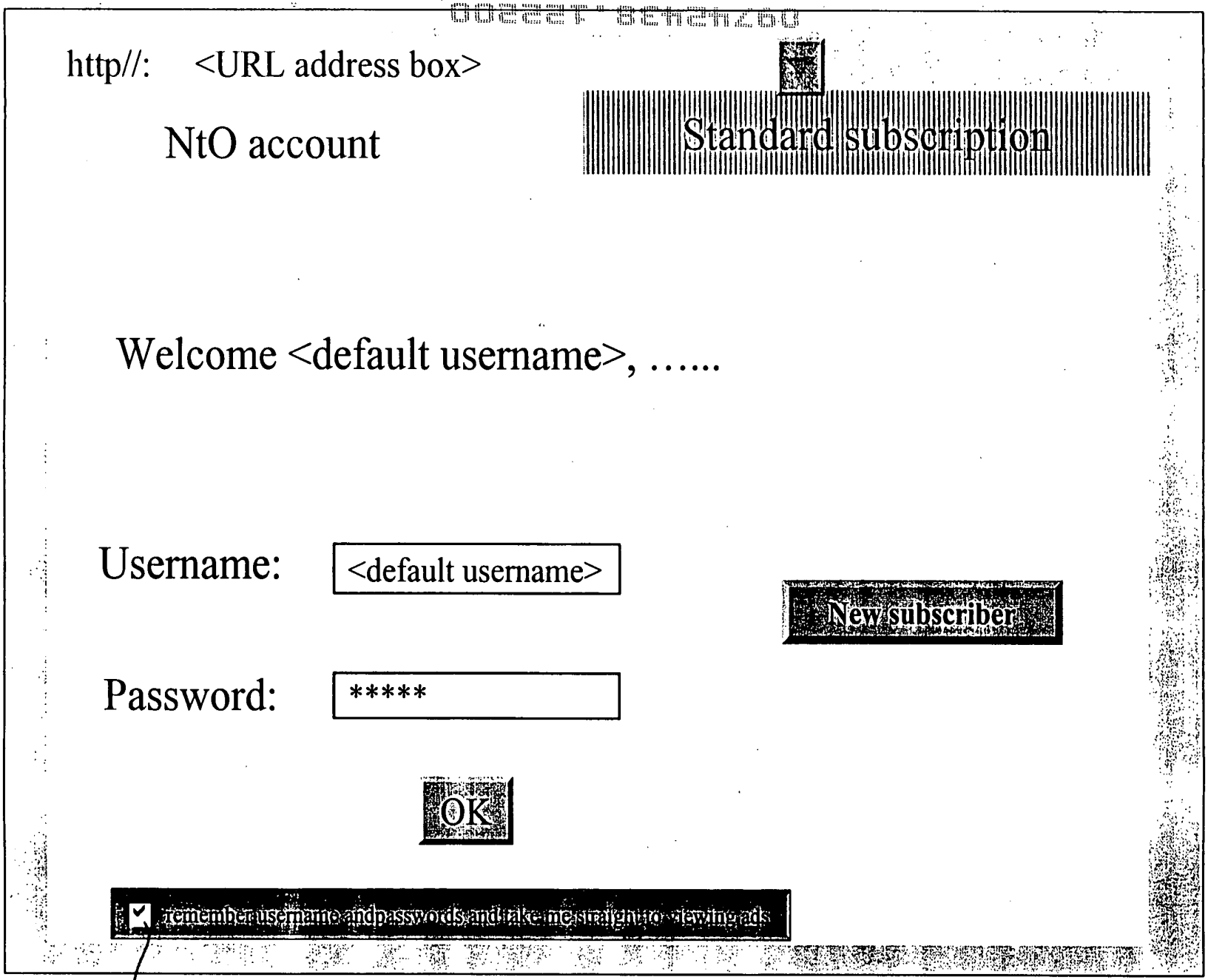

http//: <URL address box>
NtO account
Standard subscription
Welcome <default username>, ...
Username:
<default username>
New subscriber
Password:
*****
OK
remember username and passwords and take me straight to viewing ads
10

Fig. 8

00222T"8E42460

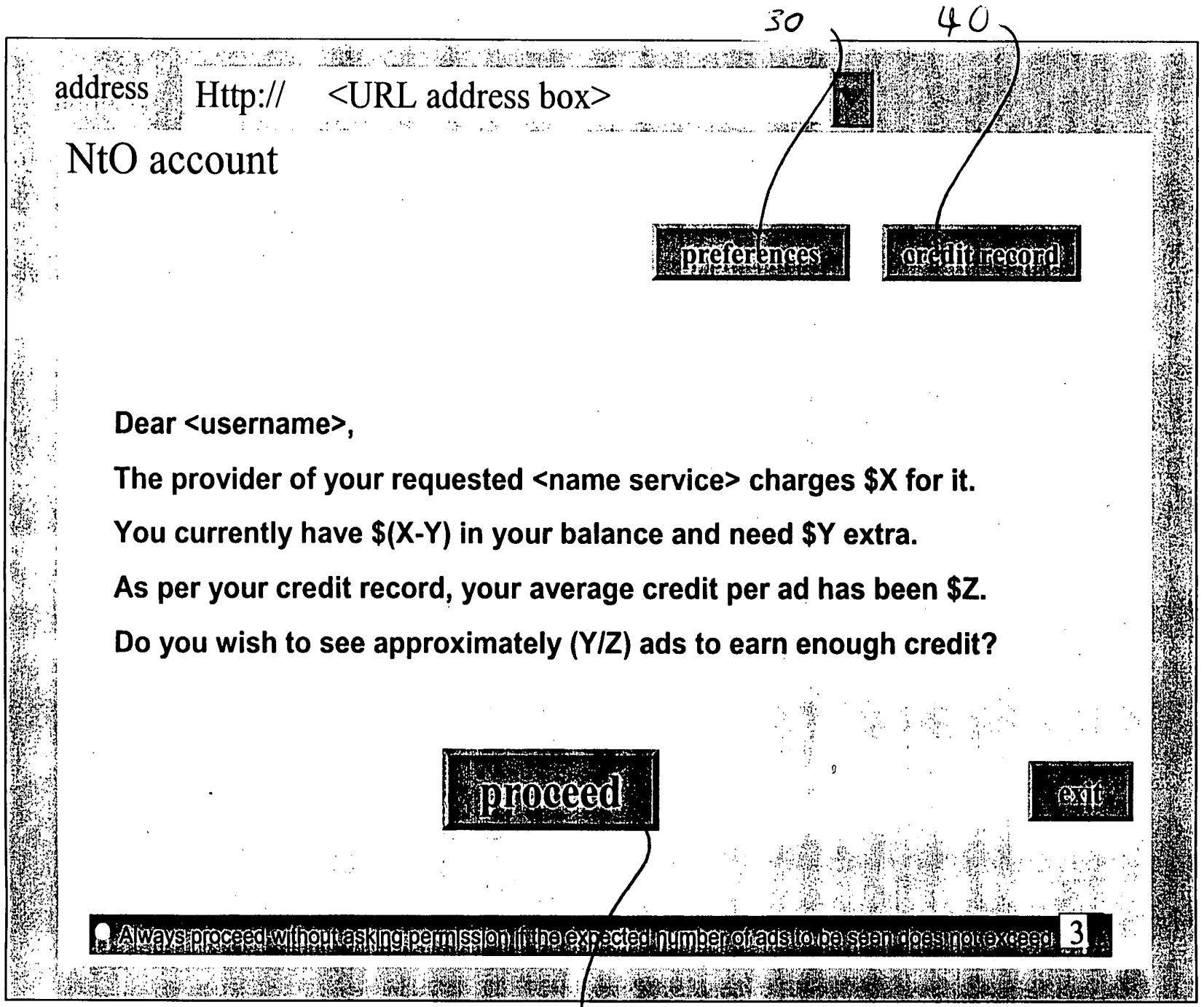


Fig. 9

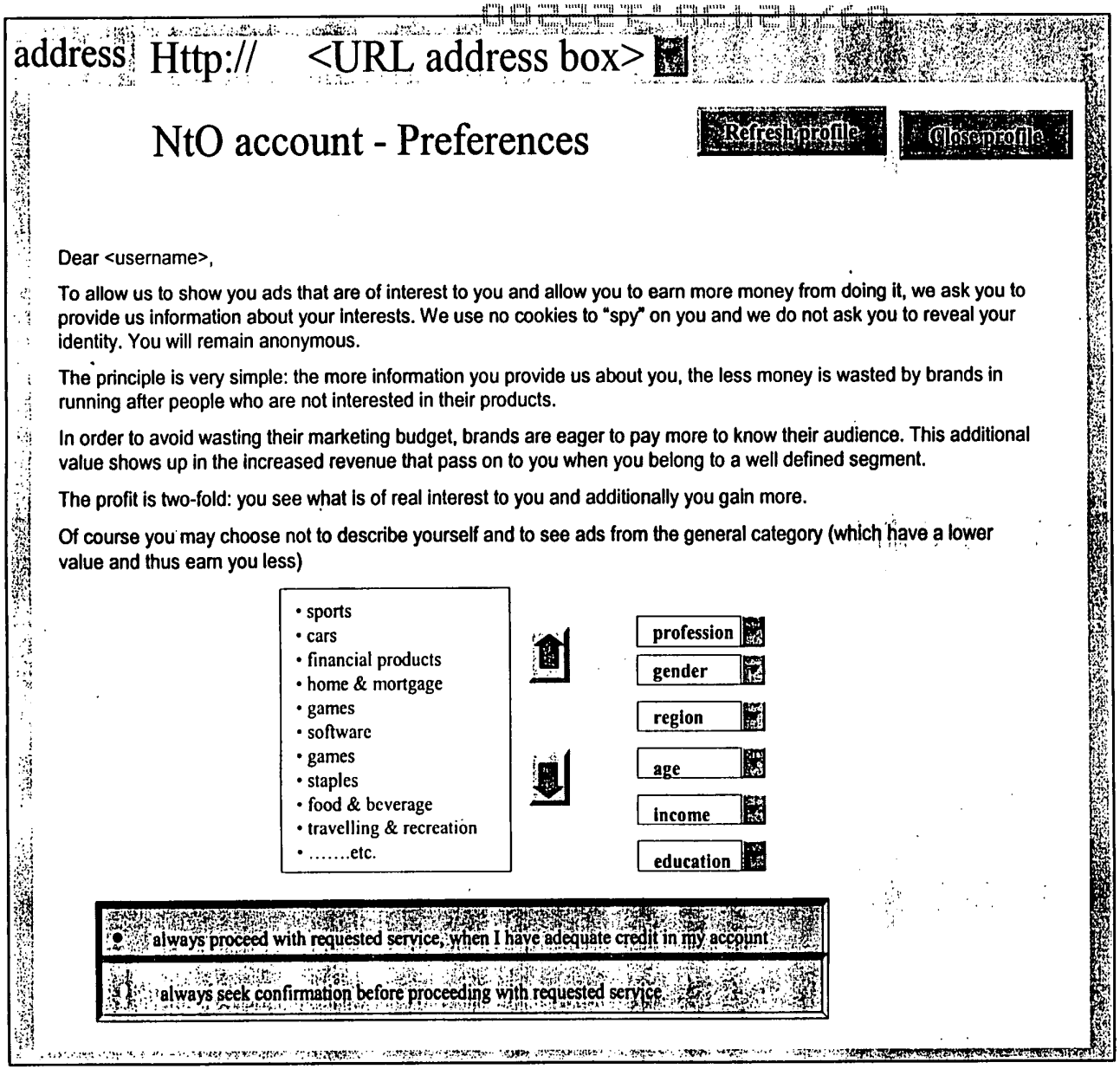

address Http:// <URL address box>
NtO account - Preferences
Refresh profile
Close profile
Dear <username>,
To allow us to show you ads that are of interest to you and allow you to earn more money from doing it, we ask you to provide us information about your interests. We use no cookies to "spy" on you and we do not ask you to reveal your identity. You will remain anonymous.
The principle is very simple: the more information you provide us about you, the less money is wasted by brands in running after people who are not interested in their products.
In order to avoid wasting their marketing budget, brands are eager to pay more to know their audience. This additional value shows up in the increased revenue that pass on to you when you belong to a well defined segment.
The profit is two-fold: you see what is of real interest to you and additionally you gain more.
Of course you may choose not to describe yourself and to see ads from the general category (which have a lower value and thus earn you less)
• sports
• cars
• financial products
• home & mortgage
• games
• software
• games
• staples
• food & beverage
• travelling & recreation
• .....etc.
profession
gender
region
age
income
education
always proceed with requested service, when I have adequate credit in my account
always seek confirmation before proceeding with requested service

Fig. 10

http//: <URL address box>
Creditrecord
No 1 in sales!
Cocke
Top of the Tops in Europe!
Popularity of soft-drinks in Europe?

Fig. 11

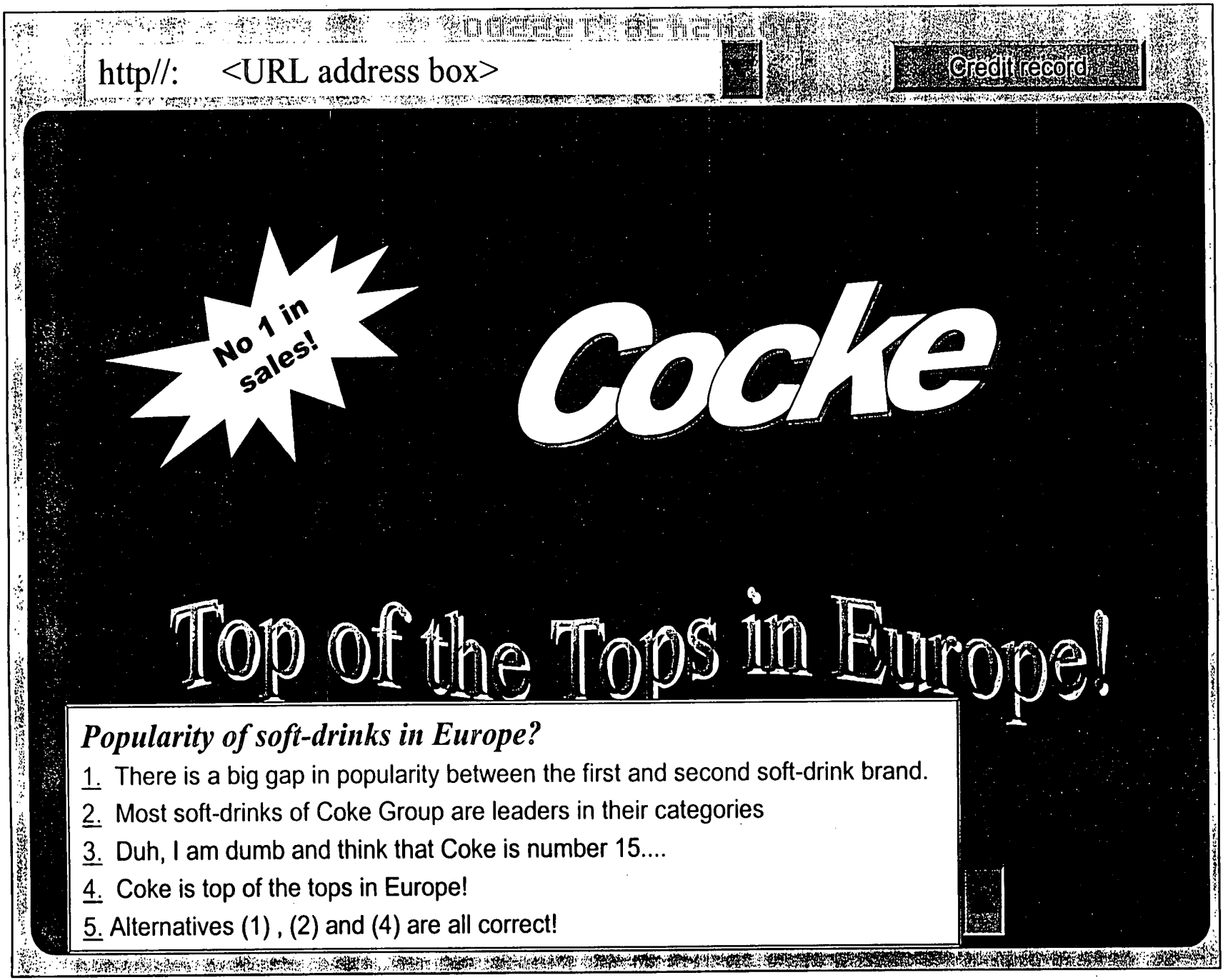

http//: <URL address box>
Credit record
No 1 in sales!
Cocke
Top of the Tops in Europe!
Popularity of soft-drinks in Europe?
1. There is a big gap in popularity between the first and second soft-drink brand.
2. Most soft-drinks of Coke Group are leaders in their categories
3. Duh, I am dumb and think that Coke is number 15....
4. Coke is top of the tops in Europe!
5. Alternatives (1) , (2) and (4) are all correct!

Fig. 12

address Http:// <URL address box>

NtO record -- account activity

date & time	activity	gained $	credits spent $		balance
12/27/00 3:55 AM	cocke ad	0.30	0.00		$ 0.30
12/27/00 3:55 AM	abidas ad	0.29	0.00		0.59
12/27/00 3:55 AM	shotmail ad	0.28	0.00		0.87
12/27/00 3:56 AM	HP ad	0.40	0.00		1.27
12/27/00 3:56 AM	Forbes article	0.00	1.00		0.27
12/28/00 1:15 PM	e-frade ad	0.50	0.00		0.77
12/28/00 1:15 PM	e-video	0.00	0.50		0.27
12/28/00 1:16 AM	e-greeting	0.00	0.15		0.12
12/30/00 4:50 AM	Tord SUV ad	0.35	0.00		0.47
12/30/00 4:50 AM	GAF ad	0.45	0.00		0.92
1/30/01 2:25 PM	$50 deposit	50.00	0.00	**Balance**	**50.92**
			Average gain per ad		**$ 0.37**

OK

Fig. 13

00222F' 8E:h2h260

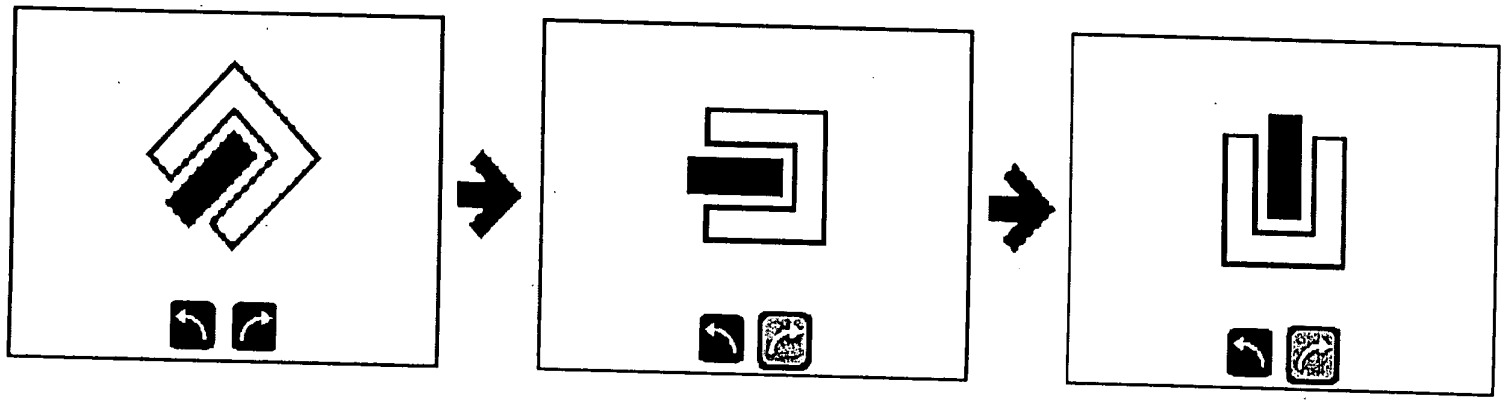


Fig. 14

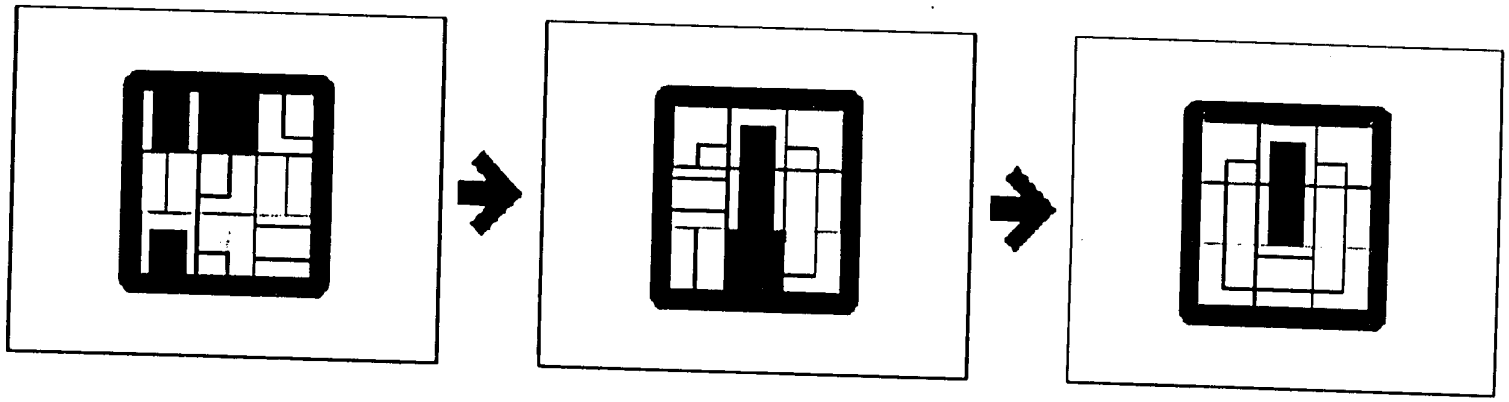


Fig. 15

002227 "8E42A760

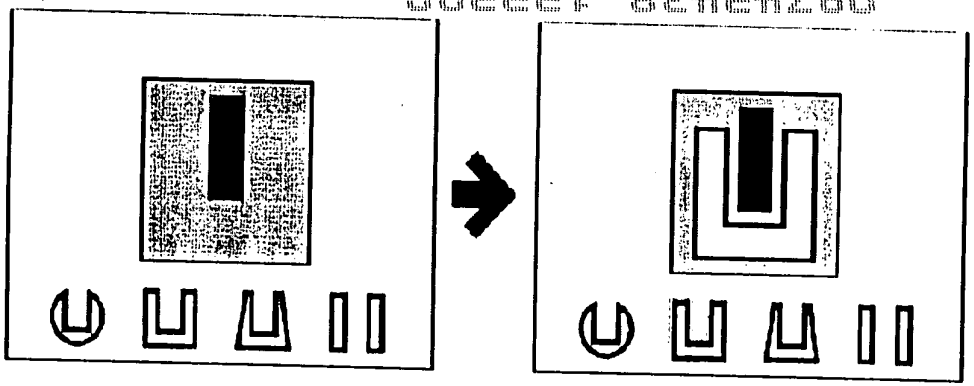


Fig. 16

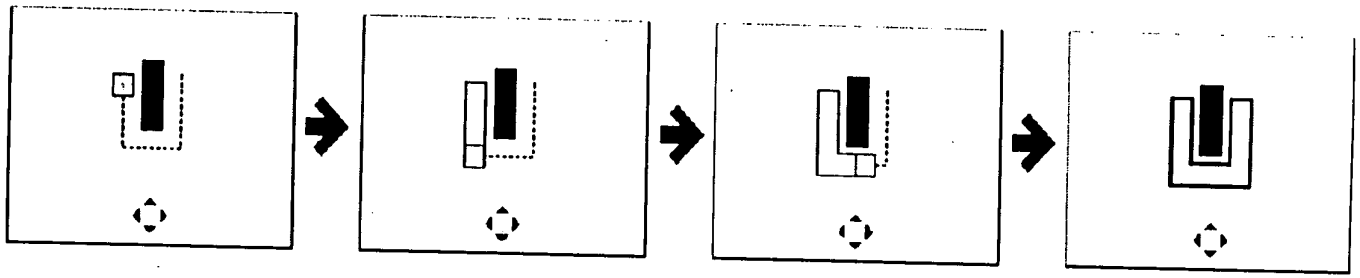


Fig. 17

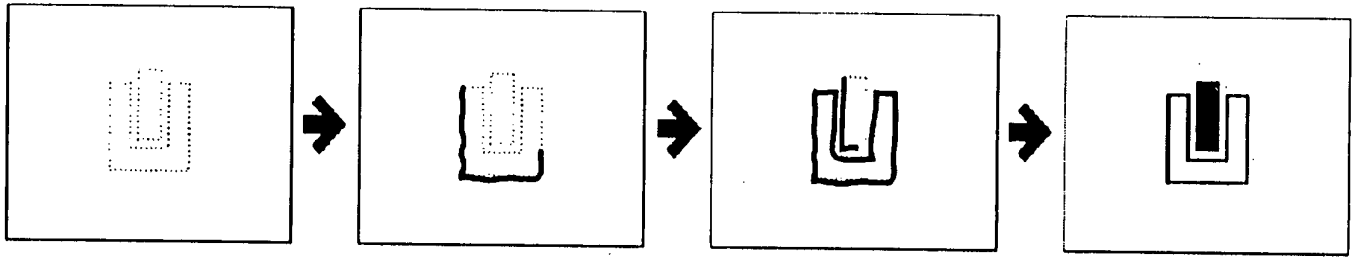


Fig. 18

002227 "BEH2H760

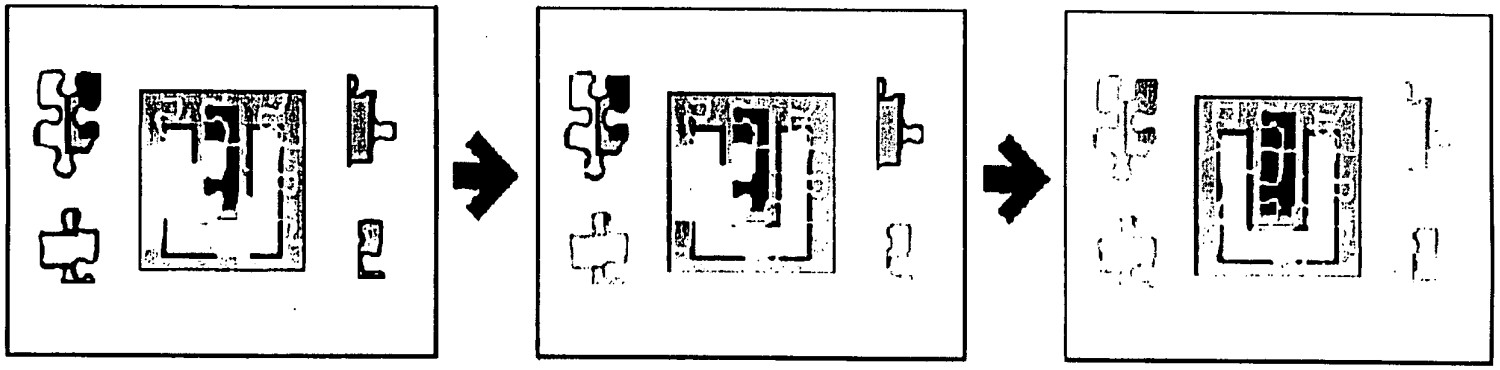


Fig. 19

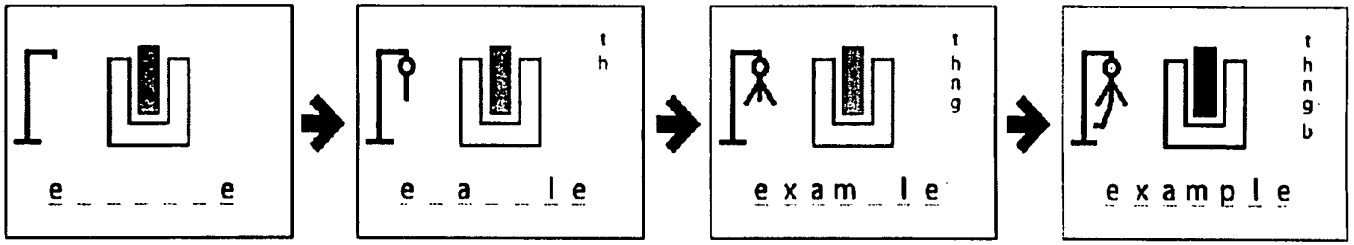


Fig. 20

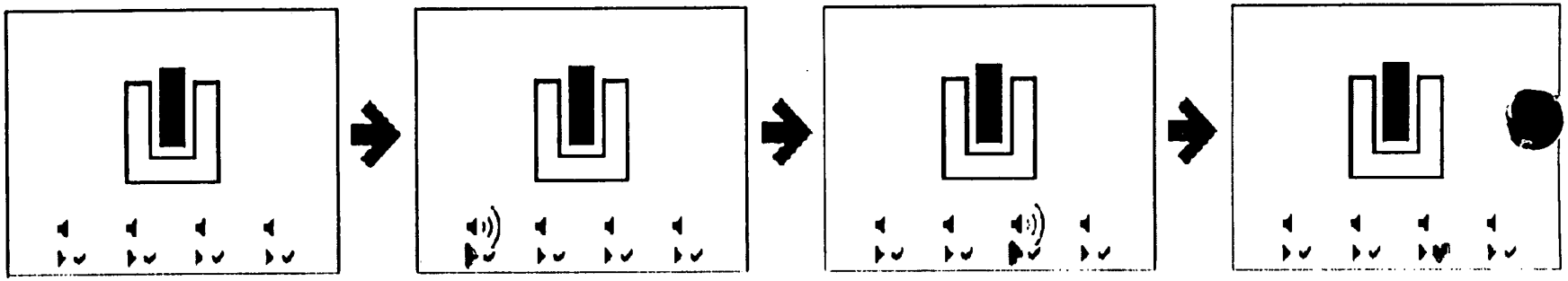


Fig. 21